

The Kansas City Star
Is The Way To
Reach The
Kansas City Market

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

	<u>DMA</u>					<u>CBSA</u>				
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Total Adults	1,735,359	587,056	34	841,324	49	1,448,866	562,463	39	793,255	55
Men	837,599	305,529	37	387,166	46	698,389	294,111	42	368,212	53
Women	897,760	281,527	31	454,158	51	750,477	268,352	36	425,043	57
18-24 Years of Age	233,703	49,016	21	95,005	41	177,059	45,118	26	90,402	51
25-34	311,863	69,134	22	121,221	39	261,266	69,134	27	113,981	44
35-44	343,287	102,666	30	150,407	44	297,141	100,014	34	145,151	49
45-54	333,799	132,582	40	176,125	53	287,048	126,648	44	169,776	59
55-64	233,648	102,958	44	138,020	59	198,839	100,784	51	126,392	64
65+	279,059	130,700	47	160,546	58	227,513	120,765	53	147,553	65
College Graduate+	471,355	213,159	45	282,402	60	411,097	208,285	51	264,573	64
Any College+	997,490	394,501	40	550,458	55	845,672	377,911	45	515,861	61
Prof'l/Mgmt/Busn & Finc'l Operations	485,012	174,217	36	253,198	52	405,451	168,772	42	239,893	59
Mgmt/Busn & Finc'l Operations	204,389	74,583	37	107,494	53	174,974	74,583	43	101,460	58
White collar	756,364	268,686	36	405,553	54	648,598	260,042	40	380,082	59
Employed	1,169,701	387,846	33	569,586	49	999,324	372,163	37	540,311	54
Married	1,037,610	377,003	36	529,766	51	860,586	365,368	43	499,099	58
1+ Children in HH	726,284	199,446	28	325,137	45	613,907	191,945	31	310,869	51
White	1,506,423	520,813	35	739,467	49	1,236,474	496,220	40	691,398	56
Black/African American	169,249	54,984	33	77,094	46	166,142	54,984	33	77,094	46
Hispanic	80,462	16,329	20	23,701	30	77,550	16,329	21	23,701	31
HHI \$75,000+	574,646	232,406	40	321,904	56	500,818	225,835	45	312,888	63
HHI \$50,000+	965,432	368,682	38	526,464	55	829,498	353,395	43	498,936	60
HHI \$35,000+	1,277,652	470,581	37	660,576	52	1,086,604	451,359	42	626,785	58
Own Home	1,286,379	476,379	37	676,689	53	1,057,137	456,808	43	633,880	60
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	1,363,778	462,751	34	673,824	49	1,134,531	441,124	39	632,353	56
Own/lease 1+ Foreign Vehicles	614,655	219,513	36	317,490	52	535,614	212,352	40	302,604	57
HH Owns 2+ Vehicles	1,200,770	420,175	35	613,613	51	1,001,416	400,786	40	578,363	58
HH Own any Vehicle Bght New or Leased	946,380	354,385	37	496,793	53	810,809	337,656	42	470,843	58
HH Plans to Buy Veh New/leased Next Yr.	228,928	77,923	34	117,294	51	195,883	74,025	38	116,520	60
Business Decision Maker For:										
Computer Hardware/Software	168,930	56,308	33	88,333	52	140,295	55,769	40	79,621	57
Information Technology (Network/Internet)	72,647	25,201	35	34,931	48	68,169	24,662	36	34,392	51
Communication Equipment	74,236	21,366	29	32,628	44	54,867	21,366	39	30,351	55
Communication Services	116,184	43,206	37	60,040	52	103,219	42,668	41	57,225	55
Overnight Delivery Services	67,361	27,773	41	33,512	50	54,660	27,773	51	28,078	51
Business Travel or Convention	90,450	36,868	41	51,576	57	73,452	36,868	50	46,560	63
Office Equipment (Photocopier, Fax, Etc.)	113,685	39,778	35	52,795	46	93,010	39,240	42	49,980	54

Source: The Scarborough Report – 2006, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel/KC-D-501-R2/©2006 Newspapers First

* Percentages relatively unstable due to small base

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	# of Adults	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	607,648	248,533	41	323,897	53	529,271	241,939	46	311,484	59
Account With Broker	209,595	103,815	50	123,262	59	187,379	103,276	55	120,895	65
Own Mutual Funds	595,698	254,801	43	322,857	54	528,962	251,262	48	313,207	59
Used Any Amex Card-3 Months	72,551	26,863	37	46,174	64	67,864	26,863	40	46,174	68
Used Any Visa Card-3 Months	485,804	163,356	34	244,975	50	435,465	157,619	36	232,629	53
Domestic Travel										
1+ Trips	1,273,231	450,408	35	628,303	49	1,060,523	430,828	41	586,160	55
1+ Air Trips	726,805	273,710	38	371,449	51	583,057	259,782	45	345,589	59
1+ Personal/Vacation Air Trips	648,001	247,166	38	336,181	52	527,060	233,238	44	313,785	60
1+ Business Air Trips	294,467	114,243	39	139,933	48	233,380	108,210	46	131,879	57
Used Travel Agent	141,395	57,827	41	74,941	53	119,685	51,794	43	68,752	57
Car Rental For Business	218,336	84,878	39	122,665	56	192,322	82,248	43	118,004	61
Car Rental For Personal/Vacation	421,590	160,020	38	212,760	51	355,546	150,584	42	205,279	58
Hotel/Motels-For Business	470,604	161,521	34	213,751	45	368,640	151,340	41	201,644	55
Hotel/Motels-For Personal/Vacation	982,761	354,733	36	479,748	49	827,023	338,769	41	457,826	55
Foreign Travel										
1+ Foreign Trips	529,694	220,765	42	289,194	55	452,880	208,940	46	274,580	61
1+ Cruise	164,525	64,359	39	88,421	54	144,537	61,763	43	83,150	58
Domestic Destinations										
Las Vegas	117,332	53,361	46	58,275	50	99,505	46,790	47	55,602	56
Orlando	101,991	35,311	35	47,337	46	90,847	31,658	35	45,741	50
Chicago	159,236	66,316	42	87,142	55	139,534	64,048	46	82,548	59
Denver	131,989	55,380	42	64,884	49	111,835	50,616	45	64,018	57
Foreign Destinations										
Canada	113,657	57,201	50	70,992	63	98,927	56,335	57	68,298	69
Mexico	205,492	85,585	42	118,636	58	180,491	82,246	46	111,071	62
Hawaii	89,409	42,404	47	49,948	56	70,210	37,076	53	44,000	63
Europe	113,839	53,983	47	64,185	56	99,914	53,209	53	63,411	64
Caribbean/Bahamas	75,860	32,383	43	45,394	60	68,877	29,787	43	44,855	65
Technology										
Own Cellular Phone	1,215,025	422,603	35	601,238	50	1,031,090	408,068	40	568,410	55
Own PC	1,232,693	442,193	36	616,754	50	1,047,963	422,209	40	582,421	56
Bought Hardware/Software	703,198	268,581	38	362,169	52	602,695	259,949	43	347,107	58
Have On-line Service	1,206,689	424,255	35	614,515	51	1,009,674	410,644	41	580,656	58
Purchase On-line	799,665	289,208	36	427,998	54	690,144	286,349	42	406,208	59
Shop On-line	871,385	312,431	36	464,905	53	757,758	309,572	41	442,333	58

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